

# **Marketing Research Report – Guidelines for Student & Family Survey – 32 points**

This will be your guide for writing the research reports in regards to the problem that you identified for the Principal Charity Classic. The elements that are listed below are essential to the report and necessary to explain your findings to individual(s) that are in position to make the final decisions.

## **1. Cover Page**

- a. Title
- b. Subtitle - Who the Study was Completed for
- c. Date of Completion
- d. Name

## **2. Outline**

- a. Contains the major sections of the report and page #'s

## **3. Executive Summary – Summarizes the report**

- a. Summarize the purpose and direction of the report.
- b. Discuss the methods and the processes performed
- c. Summarize Important Results
- d. Conclude Thoughts
- e. Make your Recommendation

## **4. Introduction**

- Statement of the Problem/Purpose of Research

In this section, you will explain the problem/purpose of the research, why the study was conducted and give the reader background into the research and what were the objectives.

## **5. Secondary Research**

- Collection of all Secondary Data

In this section, you will demonstrate the use of data that has already been collected and made available to support the research process.

## **6. Research Procedures**

- Explanation of How the Data was obtained

This part will explain who was researched, what were the methods of research, what were the questions being asked and why they were used, and how the data was collected.

**Ex.) Focus Group, Interviews, Observations, Surveys, Experiments**

## **7. Results of the Research**

Present your findings

In this section your job is prepare the results of the research. You will use visuals (graphs, charts, images, etc...) explaining what was discovered in your work to find answers to the initial problem/purpose. This is typically done orally and written. Make sure the visuals communicate your findings easily and are identifiable.

## **8. Summary and Recommendations**

### **a. Concluding thoughts and suggested actions**

In this final section, you will include the most important findings from the research and you will make a recommendation based upon the results of the research. Once explained, the readers can determine whether or not there needs to be further study or if they can act upon the recommendation made.

### **Rubric for Content**

<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
Content is absent from the decision making process.	Element is included, but insufficient content, lacking explanation, and unsuccessfully communicates the decision and content.	Element is present, minimal explanation of the response, lacking detail, missing much of the required elements. The decisions are not easy to understand and the response does not show understanding	Element is present, and covers most of required elements. Each element that is identified is easy understand and they have the proper explanation and understanding of the decisions made.	Element is present and an excellent understanding of the decisions that need to be made. All of the required content is included and explanation is correct in its understanding.